

# National Power

According to the most optimistic opinion the war will last until the end of 1918. Should it end then, Canada will have piled up a staggering debt amounting to over \$3,000 per family of five. Taking into account greatly increased revenues from tariffs, there will remain an annual interest charge averaging from \$50 to \$100 per family.

To meet this heavy burden each and every family will have to pay a Direct Tax into the Dominion Treasury.

When that time comes, Canadians will take a real part in Government.

Canadians will be jolted into thinking nationally.

They will demand to KNOW how the nation's affairs—their affairs—are being administered.

The High Price of Citizenship will compel National Thinking. And with National Thought will come National Power. \* \* \*

This country will need then, more than ever before, publications of a national nature. For the broad national view is formed by what the people read.

Is it not highly desirable that the periodicals most widely read should be Canadian in tone? Should not the Canadian view, the Canadian spirit, Canadian ideals, breathe through the literature that enters our homes? Should not the men in power encourage the publication of magazines for national distribution?

YET, IN CANADA, IT COSTS LESS—MUCH LESS—TO DISTRIBUTE FOREIGN PUBLICATIONS THAN THOSE OF CANADIAN ORIGIN. \* \* \*

Everywoman's World has battled against all precedent in gaining a Canadian-wide audience. According to the highest independent auditor of publications it has more subscribers in Canada than any other magazine either Canadian or American.

Among the English-speaking families one in every seven receives Everywoman's World each month. It has become an educational factor that has done much, and will do more and more to stimulate united thought among the scattered peoples of this vast nation.

But this magazine like other great Canadian publications suffers under a peculiar handicap. The state of our raw material markets, and our customs laws, is such that Everywoman's World could move to Buffalo, issue identically the same magazine, circulate it in Canada AND SAVE \$25,000.00 PER YEAR; this in duty alone. \* \*

Consider, that the publishing houses of Canada occupy an important position as industries. Aside from their educational functions they are manufacturers of magnitude.

Everywoman's World, alone, pays out annually to Canadians over \$300,000.00—wages, materials and postage. In addition to the money directly distributed the national magazines CREATE large postal revenues. From letters addressed to Everywoman's World, alone, in the past 12 months, the Government derived a revenue of approximately \$15,000.00, for Everywoman's World received 500,000 letters.

16,000 Canadians helped to place Everywoman's World in over 9,000 cities, towns and villages—a total subscription list of 125,000 Canadian homes!

In view of the important place National Magazines have now assumed in National affairs, it is expected that the handicap under which they are issued will be removed. If it is, further impetus will be given to the publishing of magazines in Canada. Greater thought will be given to develop interest in Canada's nationhood; to spread Canadian sentiment; to arouse ambitions for Canada; to raise Canadians above local and provincial ideals to the consideration of the country as a whole;

—To Encourage NATIONAL THINKING.

